



## Awardee Calendar Help

The Maine Arts Commission has developed a feature for the Grants Management System (GMS) that will help the agency promote the work of artists and organizations. Grant awardees now have access to a specialized marketing calendar associated with each grant application. By logging into the GMS and revisiting your application, you will find a link that will allow you to post your awarded project to the Arts Commission online Calendar, and be added to a special list for promoting Arts Commission grant awardees. The link is called **Submit Event to the Maine Arts Commission**.

In the GMS - select the **Submit Event to the Maine Arts Commission** (link)

This will take you to a page where you can enter an event listing. This listing will show up on the regular public calendar that is accessed through the Maine Arts Commission website. The entry also goes to a special list that the agency uses to promote awardees through social media, the e-newsletter, and other forms of public outreach throughout the year. You will only be able to list one event at a time through the link, but you can go back repeatedly. After the event is created you will be able to access the listing from the website calendar and make updates, add images, or include additional information.

We understand not all awardees have something that belongs on an events calendar. Some artists may be using an award to take a workshop, or an organization may have been funded for an internal development project. However, if a connection can be made between the award and a public event, we would like to know about it. For example, if an artist workshop leads to techniques that are used in an exhibition later that year, or a development project was used to promote the presentation of three plays, the Arts Commission marketing calendar is a useful tool that can help boost your publicity and strengthen your overall reach.

Please be strategic with what you include through the link. Limiting the entries to one or two events will help us focus on what to highlight. If you have dozens of events that are unrelated to your grant award, but would like to promote, you should include them through the regular website calendar and not the application link.

If you have questions, you can direct them to Ryan Leighton, the agency's Communications Director.